

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3– EXAMINATION – WINTER 2018

Subject Code: 3539253**Date: 11/12/2018****Subject Name: Business Process Reengineering (BPR)****Time: 10:30 am to 01:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.		Marks
Q.1	Explain the following term in brief (a) Business Process (b) Business Process Redesign (c) Business Process Reengineering (BPR) (d) Continuous Process Improvement (e) Lean Manufacturing (f) Information System (g) Information Technology	14
Q.2	(a) Discuss the advantages of Business Process Reengineering? (b) Explain the role of Information Technology in Reengineering?	07 07
	OR	
	(b) Explain the reasons for BPR project failure and success?	07
Q.3	(a) Describe at least seven common business processes in an Organization? (b) Outline various Automation Options available to you for BPR.	07 07
	OR	
Q.3	(a) Explain the various steps of BPR Methodology? (b) Outline the steps involved in Change Management through the Bottom - up Approach	07 07
Q.4	(a) What is the impact of Business process reengineering on organizational performance? (b) Explain the common steps to be taken for Business process reengineering implementation?	07 07
	OR	
Q.4	(a) Define Enterprise Resource Planning (ERP) and also describe some major characteristics of ERP? (b) Discuss the essential elements of Marketing and Sales function?	07 07

Q.5

A book house offers books on various subjects in science and technology. The owner of the book house maintains inventory of Rs.20 lakhs or more. It is also observed that there are some slow-moving titles since last year, which result in dead stock. To clear this dead stock, a reduction sale was organized. The revenue generated out of this sale was less than the list price. During last year, inventory carrying accounts for interest cost.

The owner is interested to computerize to avoid such cases in future. The existing monthly stock report provides a stock statement by titles. It gives status of opening balance, receipts, sales and balances.

- (a) Evaluate existing system. **07**
- (b) Explain information needs to design Suitable MIS system. **07**

OR

Q.5

- (a) Advice various output requirements, so that reports can be useful to control the business. **07**
- (b) Suggest new technologies to co-ordinate stocking, billing, accounting and decision making. **07**

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